

Claims

Please amend the claims to read as follows. This listing of claims replaces all prior versions and listings of claims in the application.

1 1.–50. (Canceled)

1 51. (New) A method of sharing a streaming video and associated advertisement over a
2 network, comprising:
3 executing, by a first computer:
4 receiving an advertisement;
5 storing the advertisement;
6 receiving a video file;
7 converting the video file into a streaming video file comprising a
8 streaming video format, independent from receiving a command to perform such
9 conversion;
10 storing the streaming video file to a storage device;
11 generating an identification tag identifying the stored streaming video file;
12 associating the streaming video file with the advertisement;
13 embedding the identification tag into a web page accessible to a plurality
14 of users on the network;
15 receiving, via a web page, a request to transmit the streaming video file;
16 and
17 transmitting, via a web page, the streaming video file and the
18 advertisement to a second computer on the network.

1 52. (New) The method of claim 51, wherein the identification tag comprises a video frame
2 image selected from the streaming video file, the video frame image representing a
3 subject matter of the streaming video file.

1 53. (New) The method of claim 51, wherein the identification tag comprises a still image.

1 54. (New) The method of claim 51, wherein receiving the video file occurs via an upload
2 form residing on a web page.

- 1 55. (New) The method of claim 51, wherein the receiving the video file occurs via one of:
2 an FTP upload;
3 an HTTP post;
4 an electronic mail; or
5 an instant message.
- 1 56. (New) The method of claim 51, wherein the advertisement is a video.
- 1 57. (New) The method of claim 51, wherein the first computer comprises a plurality of
2 computers.
- 1 58. (New) The method of claim 51, wherein the network comprises one or more of: a cellular
2 communication connection, a wire connection, or a wireless connection.
- 1 59. (New) The method of claim 51, wherein the video file is a streaming video file in
2 streaming video format.
- 1 60. (New) The method of claim 51, further comprising converting the video file into multiple
2 streaming video files comprising multiple streaming video formats.
- 1 61. (New) The method of claim 51, further comprising converting the streaming video file
2 into a second streaming video file comprising a second streaming video format.
- 1 62. (New) The method of claim 51, further comprising receiving a second advertisement.
- 1 63. (New) The method of claim 51, wherein the first computer selectively associates the
2 streaming video file with an advertisement based on pre-determined criteria.
- 1 64. (New) A system for sharing a streaming video and associated advertisement over a
2 network, comprising:
3 a first computer for receiving an advertisement;
4 a storage device for storing the advertisement;
5 a second computer for receiving a video file;

6 a third computer for converting the video file into a streaming video file
7 comprising a streaming video format, independent from receiving a command to perform
8 such conversion;
9 a fourth computer for storing the streaming video file to a storage device;
10 a fifth computer for generating an identification tag identifying the stored
11 streaming video file;
12 a sixth computer for associating the streaming video file with the advertisement;
13 a web page accessible to a plurality of users on the network;
14 a seventh computer for embedding the identification tag into the web page
15 accessible to a plurality of users on the network;
16 an eighth computer for receiving a request to transmit the streaming video file;
17 and
18 a ninth computer for transmitting, via a web page, the streaming video file and the
19 advertisement to a tenth computer on the network.

1 65. (New) The system of claim 64, wherein two or more of the first computer, second
2 computer, third computer, fourth computer, fifth computer, sixth computer, seventh
3 computer, eighth computer and ninth computer are part of the same computer.

1 66. (New) The system of claim 64, wherein one or more of the first computer, second
2 computer, third computer, fourth computer, fifth computer, sixth computer, seventh
3 computer, eighth computer and ninth computer comprise a plurality of computers.

1 67. (New) The system of claim 64, wherein the network comprises one or more of: a cellular
2 communication connection, a wire connection, or a wireless connection.